



U.S. Army 2005 MWR Leisure Needs Survey Results

**Installation Management
Agency
Europe**

BRIEFING OUTLINE

Installation Management Agency - Europe

□ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

□ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

□ **NEXT STEPS**

PROJECT OVERVIEW

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MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

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▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 32,730 surveys were distributed at IMA - Europe



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents
- Percent IMA Europe respondents completing survey via the Web by patron group and for all respondents:
 - Active Duty Soldiers: 37%
 - DA Civilians: 53%
 - All Respondents: 42%

METHODOLOGY

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□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
IMA - Europe:					
Active Duty	68,736	19,518	2,965	15.19%	±1.76%
Spouses of Active Duty	N/A	N/A	N/A	N/A	N/A
Civilian Employees	27,856	13,212	1,521	11.51%	±2.44%
Retirees	N/A	N/A	N/A	N/A	N/A
Total	96,592	32,730	4,486	13.71%	±1.43%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

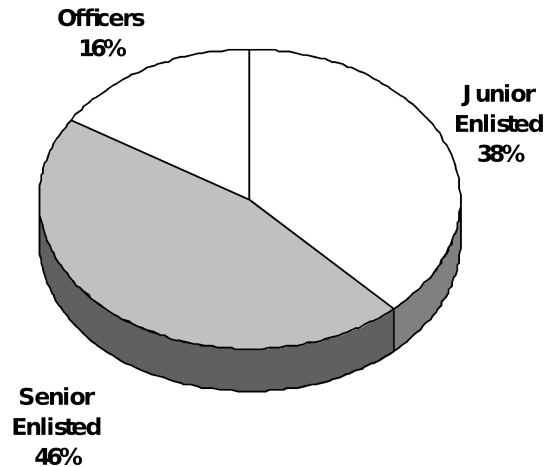
PATRON SAMPLE*

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RESPONDENT POPULATION SEGMENTS

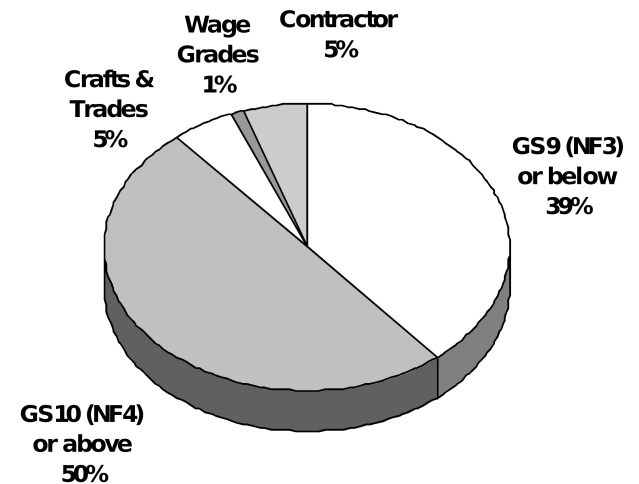
ACTIVE DUTY

(n = 2830)



CIVILIANS

(n = 1451)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

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▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA Region and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Region MWR Chiefs, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: HIGHEST USAGE RATES AND RATINGS OF SATISFACTION AND QUALITY

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MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium

76%

Library

60%

Bowling Center

56%

Bowling Food & Beverage

52%

Car Wash

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Library

4.19

Bowling Center

4.18

Fitness Center/Gymnasium

FACILITIES WITH HIGHEST QUALITY RATINGS**

Bowling Center

4.06

Library

4.04

Golf Course

4.01

Bowling Food & Beverage

*Satisfaction ratings were based on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied.

**Quality ratings were based on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

MWR PROGRAMS & FACILITIES: LOWEST USAGE RATES AND RATINGS OF SATISFACTION AND QUALITY

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LEAST FREQUENTLY USED FACILITIES

Marinas

1%

Cabins & Campgrounds

9%

BOSS

9%

Bowling Pro Shop

10%

Youth Center

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Marinas

2.60

BOSS

3.70

Child Development Center

FACILITIES WITH LOWEST QUALITY RATINGS**

Marinas

2.60

BOSS

3.64

Car Wash

3.65

Multi-purpose Sports/Tennis Courts

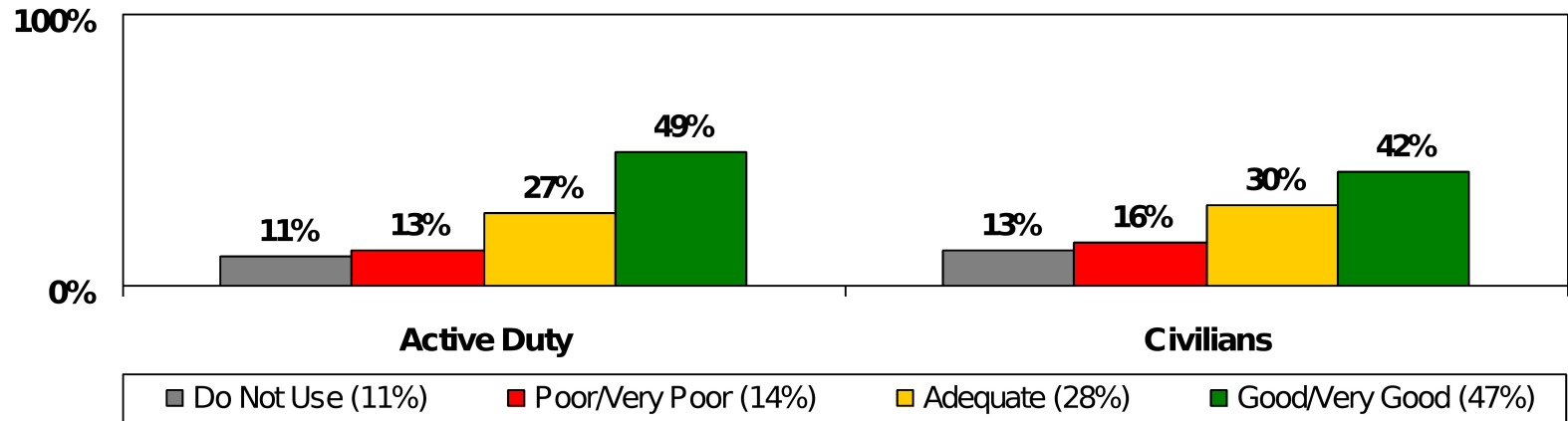
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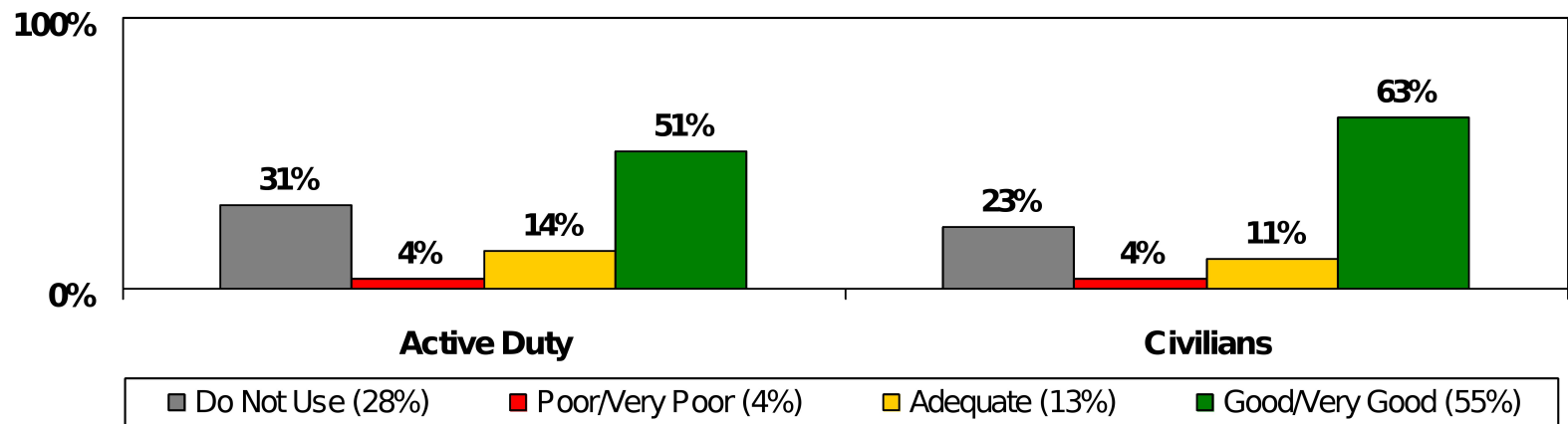
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Installation Management Agency - Europe

Quality of On-Post Services*



Quality of Off-Post Services*

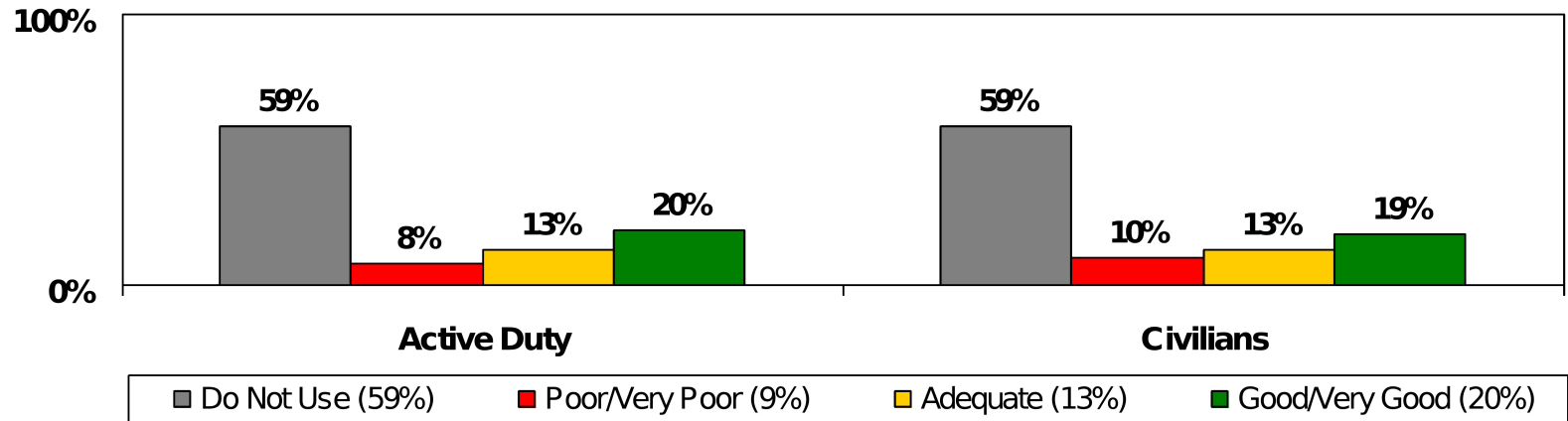


* Percentages in legend present data for region overall.

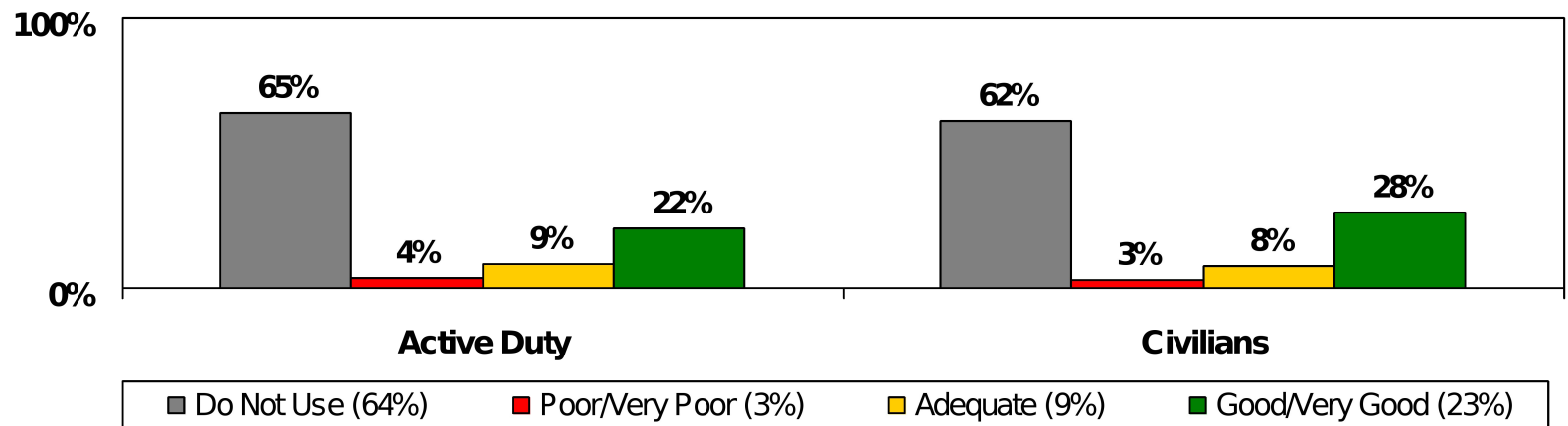
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Installation Management Agency - Europe

Quality of On-Post Services*



Quality of Off-Post Services*

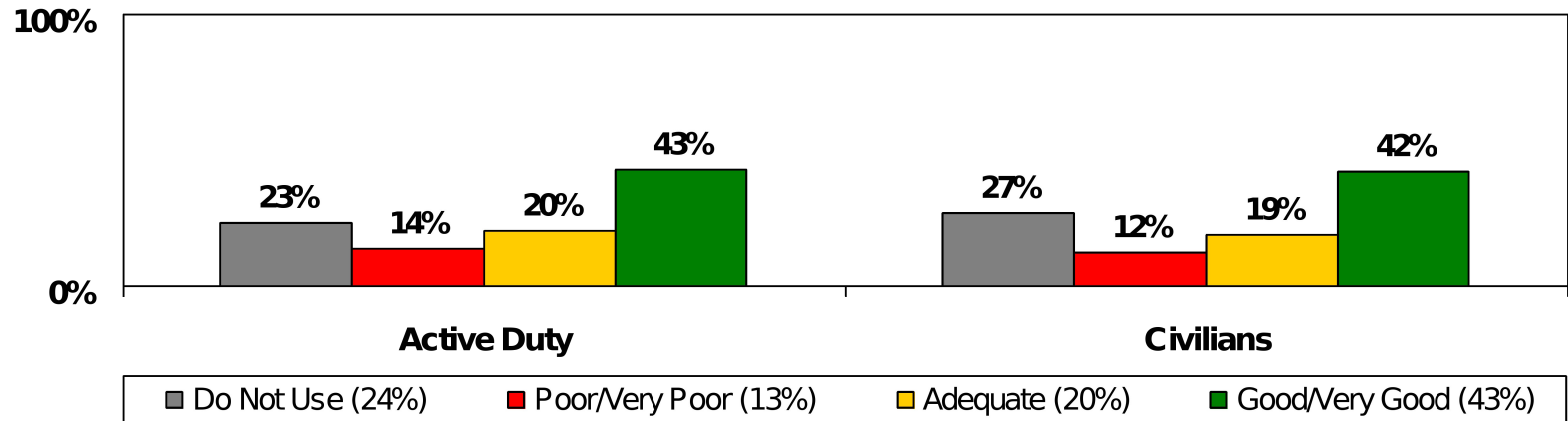


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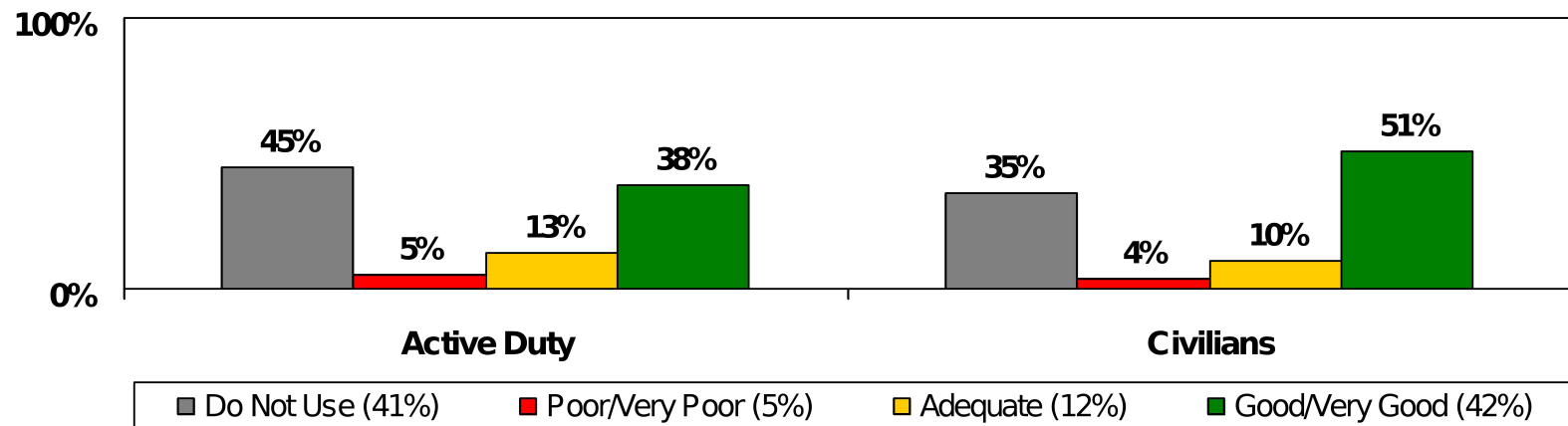
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Installation Management Agency - Europe

Quality of On-Post Services*



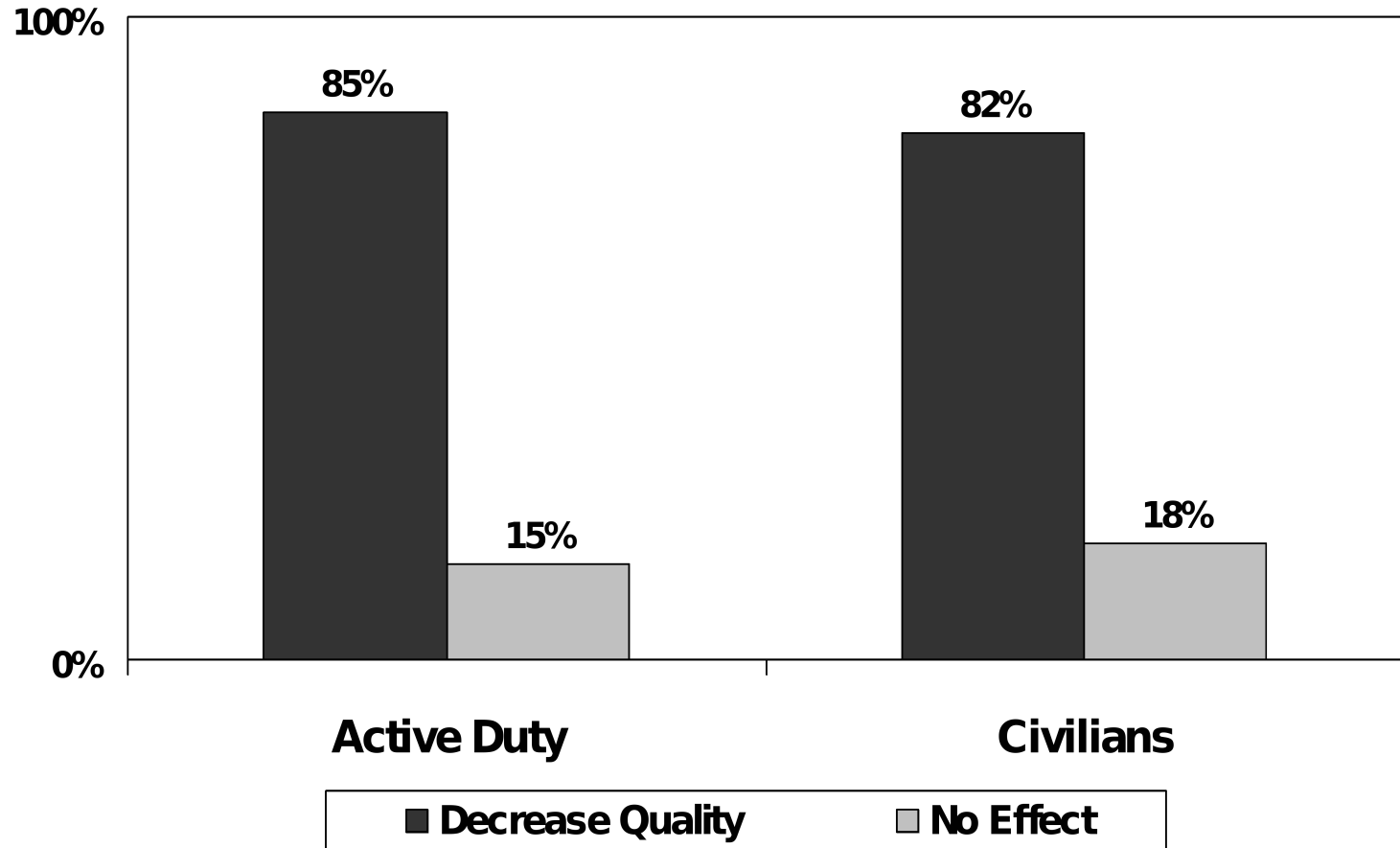
Quality of Off-Post Services*



* Percentages in legend present data for region overall.

MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	81%
Library	70%
Army Lodging	61%
Child Development Center	50%
Athletic Fields	48%
Automotive Skills	45%
Youth Center	42%

Arts & Crafts Center	43%
Bowling Pro Shop	47%
Golf Course	52%
Golf Course Food & Beverage	52%
Cabins & Campgrounds	53%
Golf Course Pro Shop	59%
RV Park	77%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

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WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	CIVILIANS	TOTAL
Internet	21%	26%	22%
E-mail	28%	43%	31%
Friends and neighbors	42%	46%	43%
Family Readiness Groups (FRGs)	13%	5%	10%
Bulletin boards on post	46%	44%	46%
Post newspaper	35%	56%	41%
MWR publications	30%	46%	35%
Radio	29%	46%	34%
Television	37%	31%	36%
My child(ren) let(s) me know	5%	6%	5%
Other unit members or co-workers	33%	33%	33%
Unit or post commander or supervisor	18%	12%	17%
Marquees/billboards	17%	32%	22%
Flyers	37%	47%	40%
Other	7%	6%	7%
I never hear anything	8%	2%	7%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

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MWR PROGRAM/SERVICE	ACTIVE DUTY
Army Child and Youth Services	80%
Better Opportunities for Single Soldiers	47%
Army Community Service	54%
MWR Programs and Services	77%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	58%	85%	15%
Outreach programs	51%	71%	29%
Family Readiness Groups	72%	81%	19%
Relocation Readiness Program	69%	88%	12%
Family Advocacy Program	71%	76%	24%
Crisis intervention	56%	74%	26%
Money management classes, budgeting assistance	67%	79%	21%
Financial counseling, including tax assistance	70%	85%	15%
Consumer information	43%	77%	23%
Employment Readiness Program	54%	75%	25%
Foster child care	38%	67%	33%
Exceptional Family Member Program	64%	76%	24%
Army Family Team Building	55%	76%	24%
Army Family Action Plan	52%	75%	25%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* ACS IMPACTS	ACTIVE DUTY
Satisfaction with my job	49%
Personal job performance/readiness	49%
Unit cohesion and teamwork	50%
Unit readiness	54%
Relationship with my spouse	47%
Relationship with my children	48%
My family's adjustment to Army life	50%
Family preparedness for deployments	53%
Ability to manage my finances	45%
Feeling that I am part of the military community	49%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* CYS IMPACTS	ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	81%
Helps minimize lost duty/work time due to lack of child care/youth services	81%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	64%
Allows me to work outside my home	72%
Allows me to work at home	58%
Offers me an employment opportunity within the CYS program	57%
Allows me/my spouse to better concentrate on my/our job(s)	71%
Provides positive growth and development opportunities for my children	81%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

POSITIVE IMPACTS ON ACTIVE DUTY

Installation Management Agency - Europe

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	45%
Personal job performance/readiness	46%
Unit cohesion and teamwork	49%
Unit readiness	46%
Ability to manage my finances	40%
Feeling that I am part of the military community	44%
Relationship with my children (single parents)	46%
My family's adjustment to Army life (single parents)	44%
Family preparedness for deployments (single parents)	46%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Basketball	18%
Softball	16%
Touch/flag football	13%
Volleyball	11%
Soccer	11%

Outdoor Recreation

Bicycle riding/mountain biking	25%
Going to beaches/lakes	19%
Camping/hiking/backpacking	18%
Picnicking	16%
Snow skiing/snowboarding	16%

Social

Entertaining guests at home	52%
Night clubs/lounges	38%
Dancing	32%
Happy hour/social hour	29%
Special family events	28%

Sports and Fitness

Walking	31%
Running/jogging	31%
Cardiovascular equipment	31%
Weight/strength training	28%
Bowling	27%

Entertainment

Watching TV, videotapes, and DVDs	51%
Going to movie theaters	37%
Festivals/events	34%
Live entertainment	20%
Plays/shows/concerts	18%

Special Interests

Internet access/applications (home)	51%
Automotive maintenance & repair	33%
Automotive detailing/washing	31%
Digital photography	26%
Computer games	24%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Internet access (library)	47%	N/A	47%
Reading (library)	47%	N/A	47%
Multi-media (videos, DVDs, CDs) (library)	42%	N/A	42%
Reference/research services (library)	34%	N/A	34%
Study/self development (library)	31%	N/A	31%
Going to movie theaters	29%	8%	37%
Cardiovascular equipment	28%	2%	31%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

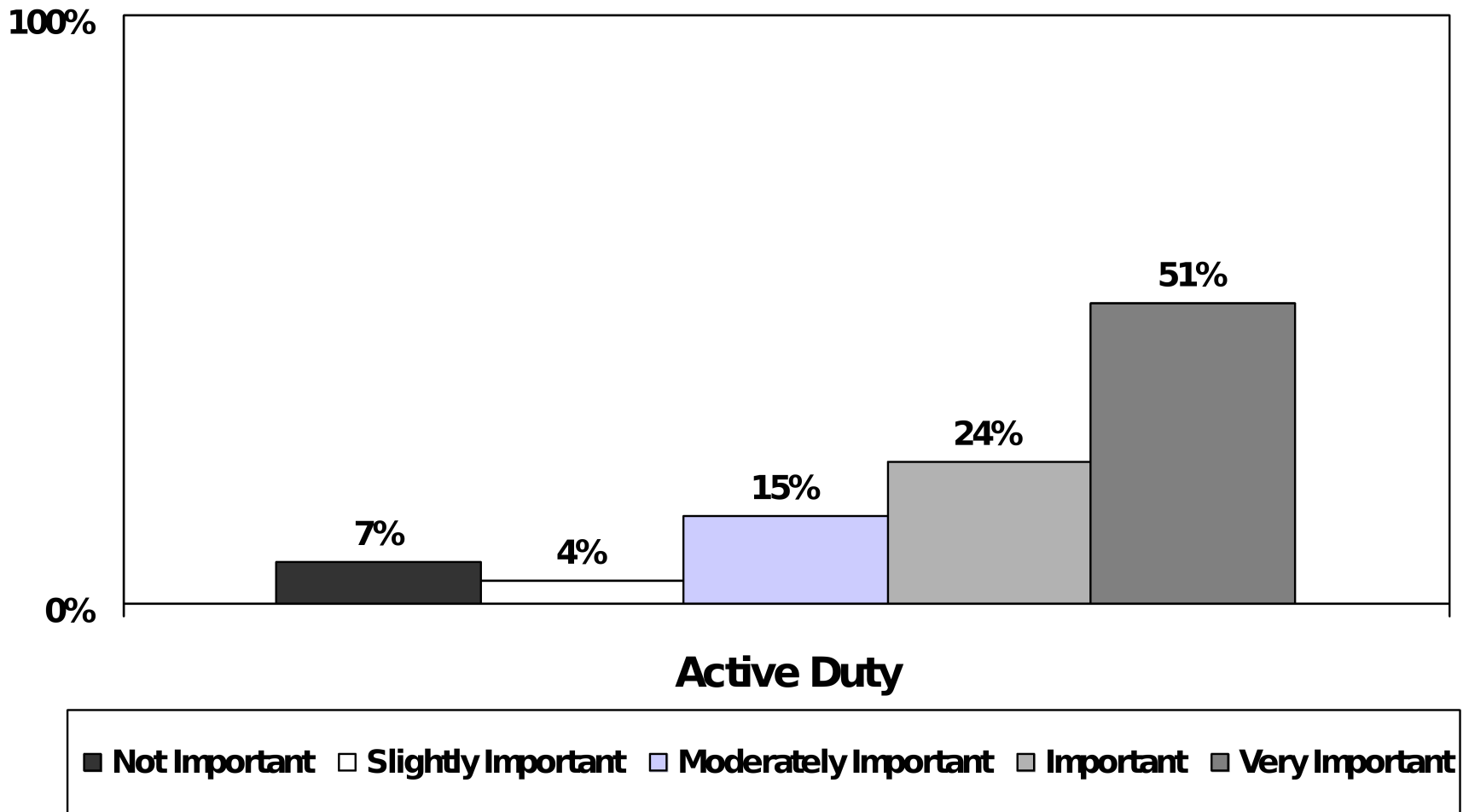
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	15%	2%	34%	51%
Automotive maintenance & repair	24%	5%	4%	33%
Automotive detailing/washing	18%	8%	5%	31%
Digital photography	3%	8%	15%	26%
Computer games	3%	1%	19%	24%
Trips/touring	4%	18%	N/A	22%
Gardening	2%	2%	18%	21%

*Top 7 special interest activity preferences ranked by overall participation.

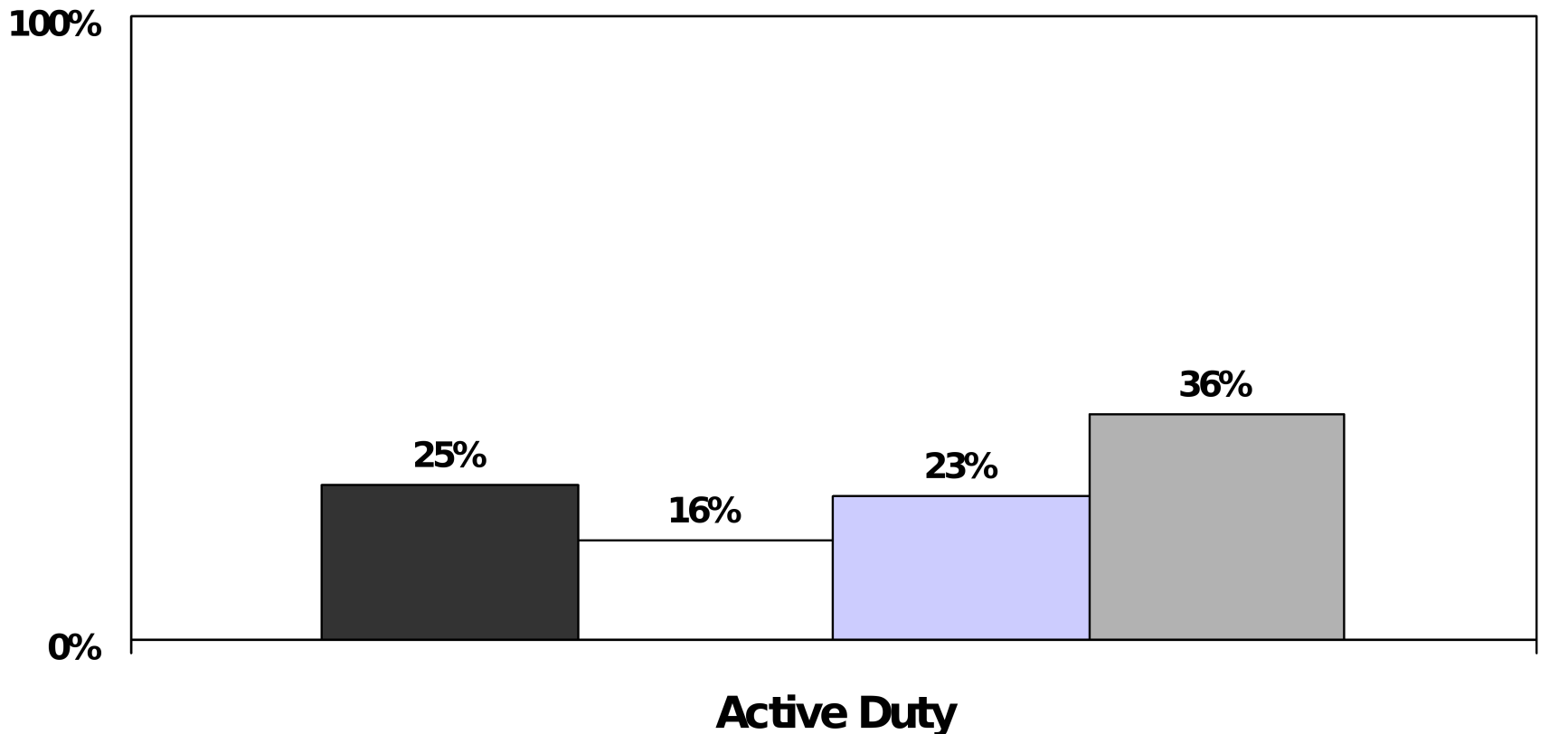
DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

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DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER

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■ Did Not Use □ Less Than Once Per Month ■ 1-3 Times Per Month ■ 4 or More Times Per Month

CAREER INTENTIONS: ACTIVE DUTY

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will make military a career	34%
Probably will make military a career	17%
Undecided	22%
Probably will not make military a career	10%
Definitely will not make military a career	17%

NEXT STEPS

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□ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

□ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)